



# Preventing childhood obesity

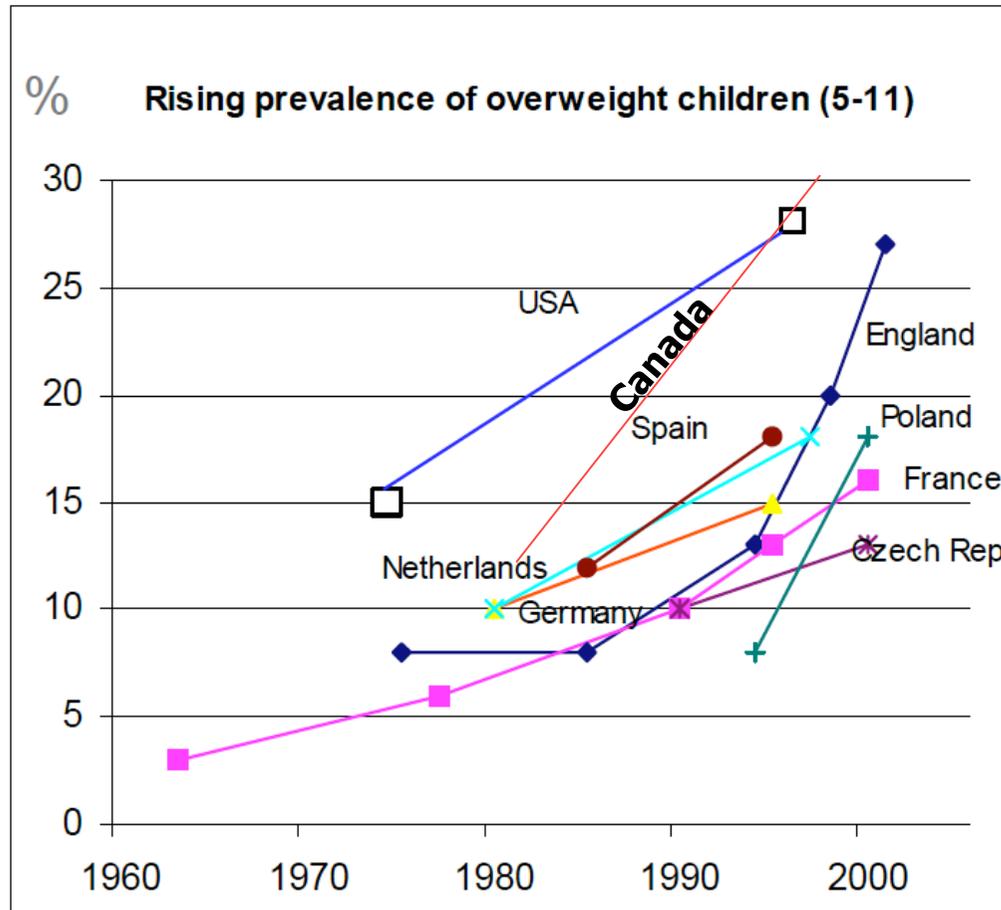
Pauline Harper, EPODE European Network



Partenaire fondateur



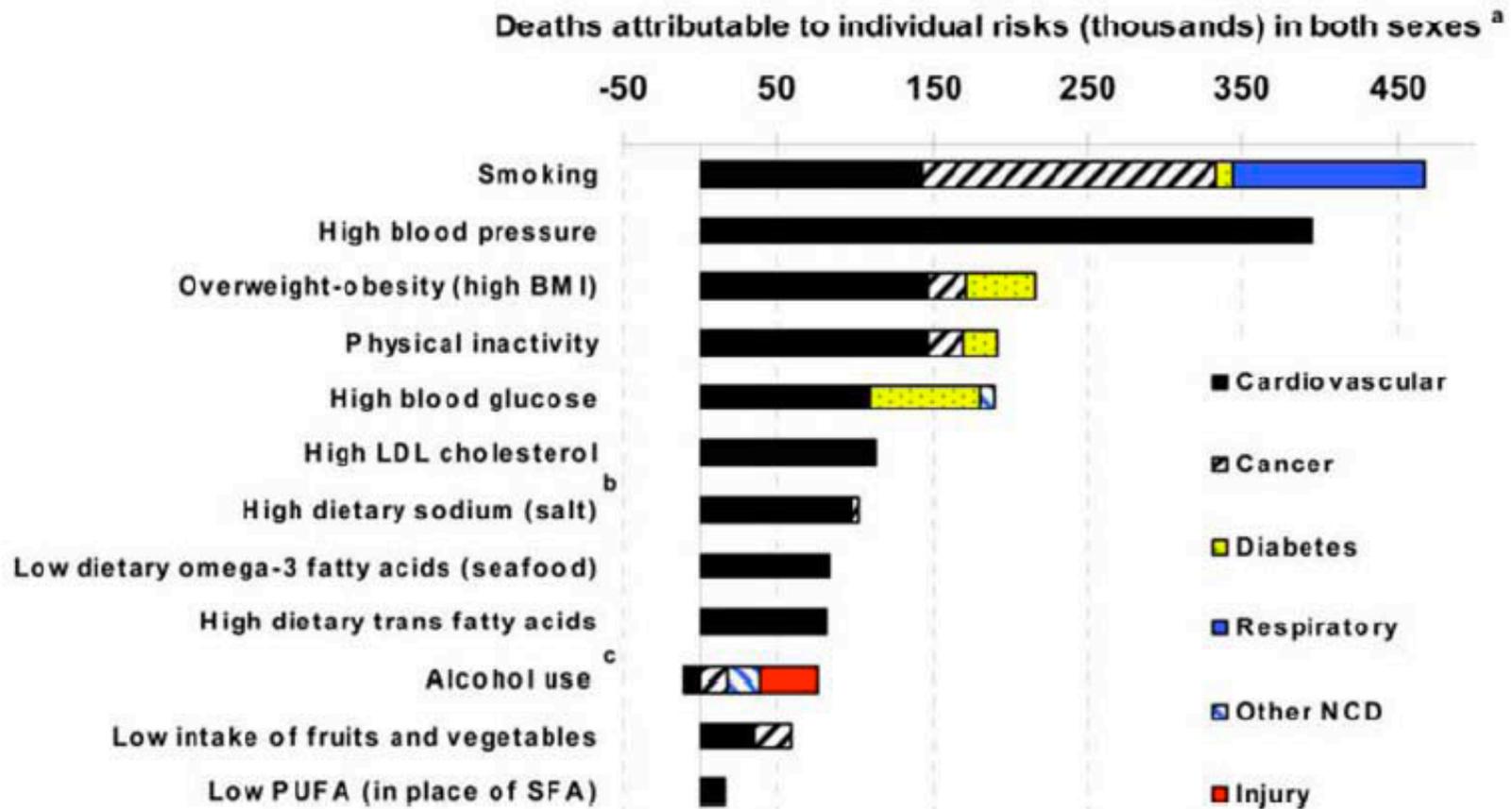
# Rising trend of childhood overweight over the last 20 years



**Rising levels of overweight**, based on available data, for **children aged 5-11** from seven countries in Europe. US and Canada have been included for comparison.

(Source: IOTF, 2005)

# Obesity is one of the major preventable causes of death worldwide



Source : Danaei G, Ding EL, Mozaffarian D, Taylor B, Rehm J, Murray CJ, Ezzati M. The preventable causes of death in the United States: comparative risk assessment of dietary, lifestyle, and metabolic risk factors. *PLoS.Med.* 2009;6:e1000058

# The necessity of a multi-stakeholder commitment



« The development of **effective partnerships** must be the **cornerstone** of Europe's response to tackling nutrition, overweight and obesity and their related health problems »

*(European Commission, 2007)*

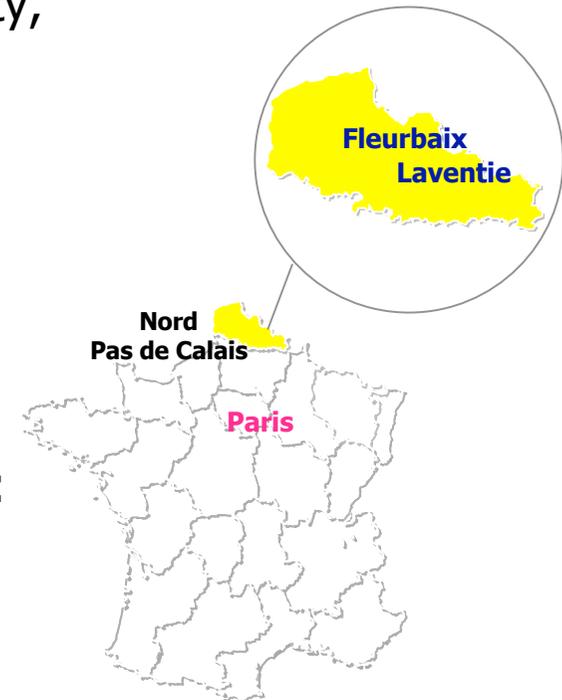
« The most promising approaches for obesity prevention are **population-based** and **multilevel**, focus on environmental and policy change, and require **participation from actors in multiple sectors**. »

*(Institute of Medicine, 2010)*

# The beginning: 1992-2004 pilot study in Northern France Fleurbaix Laventie Ville Santé “FLVS” study



- ✓ **Objective:** measure the effectiveness of an integrated community prevention programme on the prevalence of children overweight including obesity, over 12 years
- ✓ **Overall period:** 1992 to 2004
- ✓ **Location:** Fleurbaix and Laventie Towns (6600 inhabitants)
- ✓ **Methods:** interventions performed in two steps:
  - ◆ **1<sup>st</sup> intervention** (1992-2000) focused on nutrition education in schools
  - ◆ **2<sup>nd</sup> intervention** (2000-2004) involved the whole population (children, families and local stakeholders) in integrated community actions targeting physical activity and nutrition

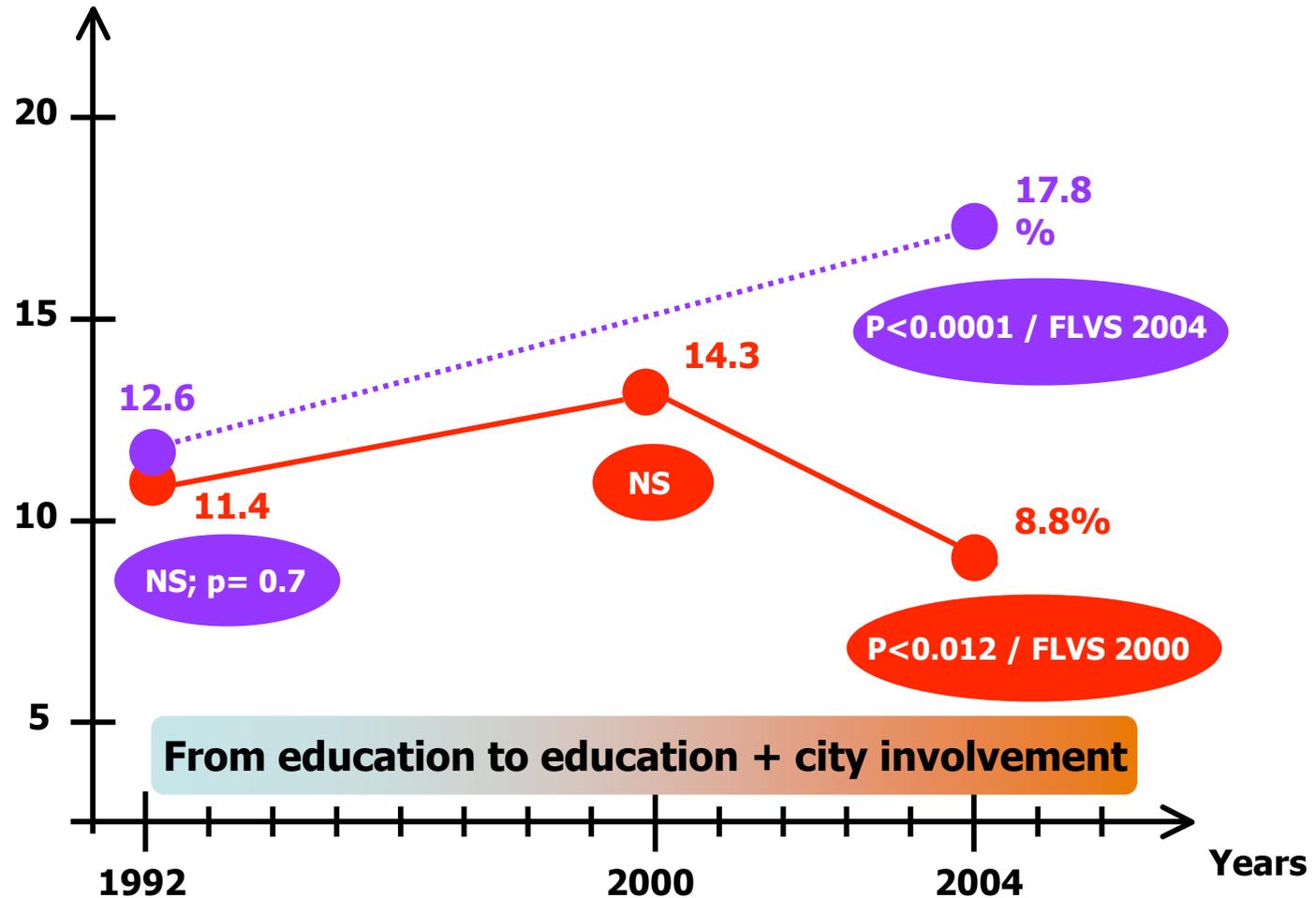
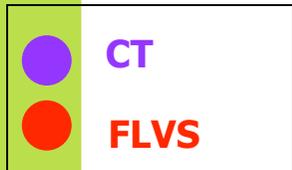


# Children obesity prevalence data in FLVS and in CT

(Romon & Al., Public Health Nutrition, 2008, Dec 23:1-8)



Childhood obesity rate (%)



# Key Learnings from the FLVS study



- ✓ The target: the **family**
- ✓ **Local authorities** / Local leaders
- ✓ A **local project manager**
- ✓ Actions in schools as a first step to create awareness but to be completed with a **multistakeholder** approach for better and **sustainable efficiency**
- ✓ A **public / private partnership**
- ✓ A regular **communication**
- ✓ An **evaluation** of the results through children BMI measurement
- ✓ **Long-term** actions: **IT TAKES TIME!**

 epOde

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Ensemble, Prévenons  
l'Obésité Des Enfants

# EPODE Methodology



EPODE is a **coordinated, capacity-building approach** for communities

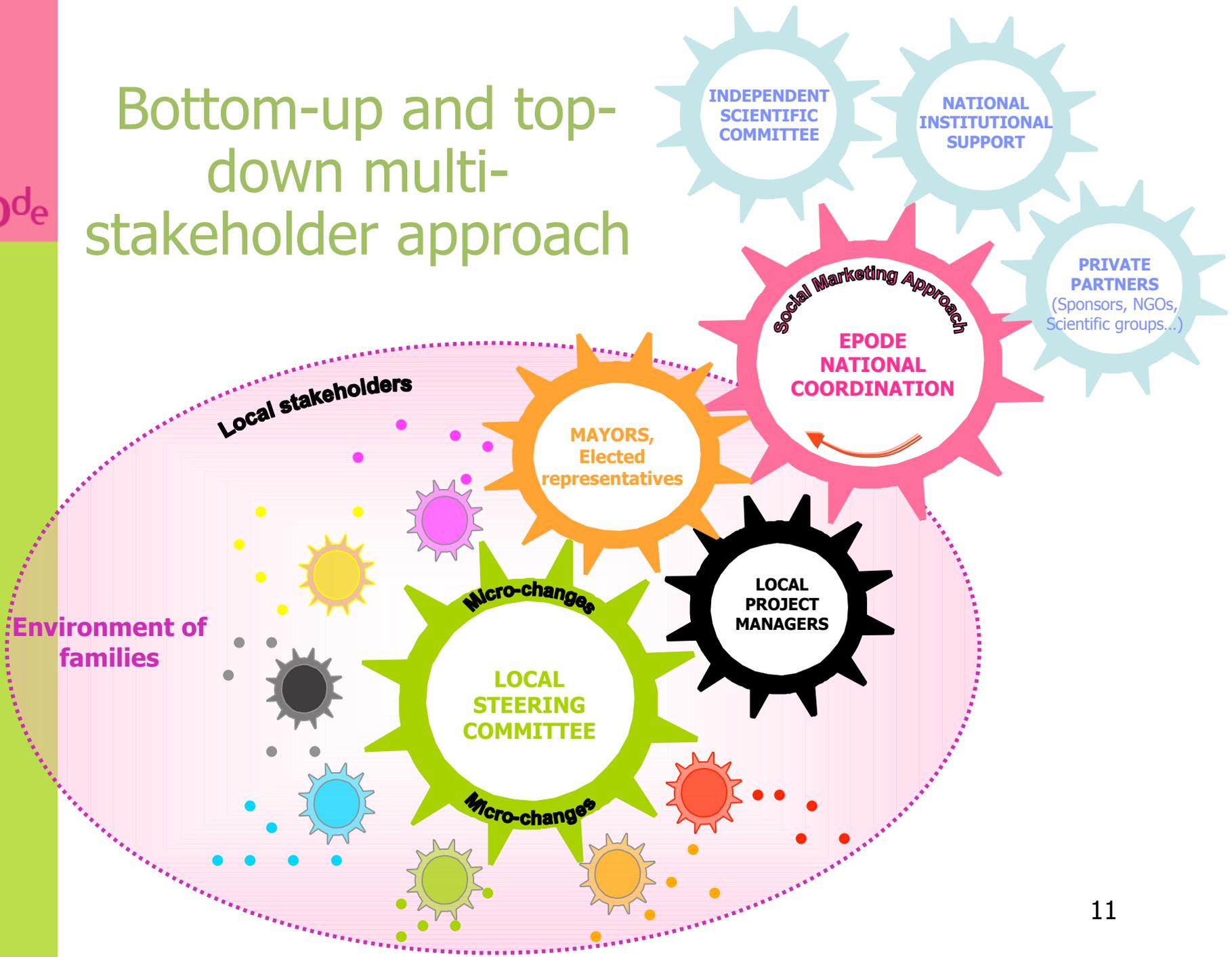
- ✓ **EPODE's four pillars are:**
  1. A strong **Political** commitment at multiple levels,
  2. **Resources** including PPP schemes,
  3. **Support** services including social marketing expertise,
  4. An sound **Evidence** base and continuous **evaluation**
  
- ✓ **EPODE's goal** is to enable community stakeholders to implement **effective** and **sustainable** strategies to **prevent childhood obesity** at the **local level**

# EPODE philosophy

- ✓ Based on **positive messages**, prompting a smooth awareness of the obesity issue, both collectively and individually
- ✓ **No stigmatization** of any culture, any food habits, and no stigmatization of any diets, food groups, behaviours and body image
- ✓ A “**Step wise**” and **Experience-based** learning process of healthy diet & physical activity.



# Bottom-up and top-down multi-stakeholder approach



# A Coordination at all levels

## To support services for community practitioners and leaders

### EPODE International Coordination

**Transfer** of the EPODE **methodology** to National/State Coordination teams, through initial and continuous **training, coaching** and **follow up** activities,

Optimization of an **International evaluation framework**, together with the EPODE International Advisory Board,

Development of an EPODE **International resource center**,

Development of an EPODE **International Network** for experience sharing,

International **scientific communication** and **advocacy activities**.

### EPODE National Coordination

Set up of a National coordination **team** for the **overall management** of the programme, advised by a **scientific experts committee**.

**Resources** mobilization, **advocacy** and mobilization of KOL

Agreement with candidate **towns**,

Initial and continuous **training** sessions for the local project managers,

Continuous **coaching** of the local project managers (hotline, visits on the field),

Development of methodological, mobilization and communication **tools**,

Permanent **communication** about the programme and **press relations**, organization of **national congresses**

Coordination of the **evaluation** and monitoring framework.

### EPODE Local Coordination

Appointment of a **local project manager** by the **local authority**:

Mobilization of **resources**, Coordination of a **local steering committee**, Mobilization of local **stakeholders**,

Federation of **existing initiatives** and Initiation of **new initiatives**, Dissemination of **tools**, Initiation of local **partnerships**, Organization of local **training** sessions,

Coordination of the local **monitoring**,

Coordination of **local communication** and press relations.

Assistance of the local project manager by a **local resource team**,

Meetings of a municipal **multidisciplinary steering committee** on a regular basis for planning and decision making,

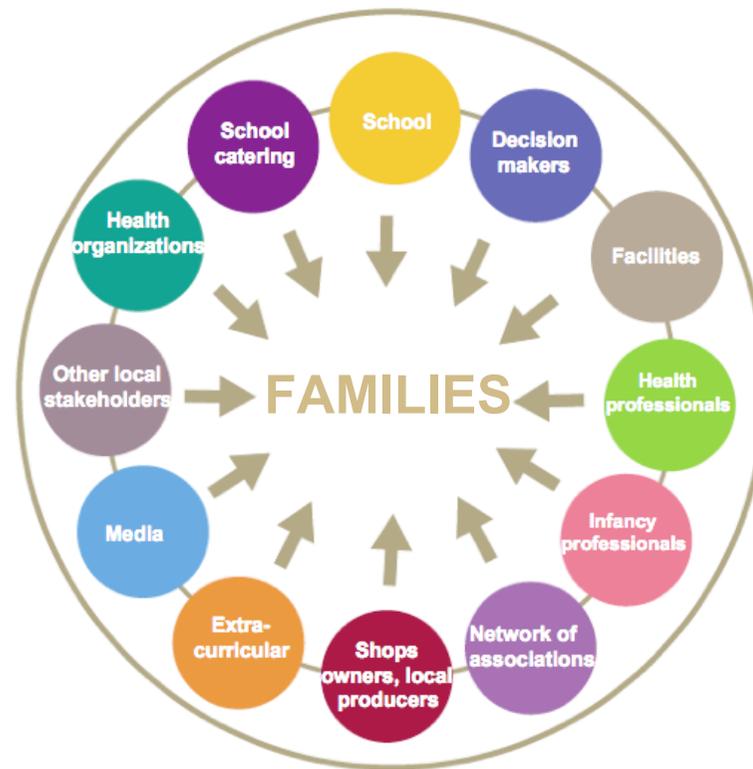
Implementation of **actions** by local stakeholders

Interactions

Interactions

# At town level, target children and families in their local living conditions

- 1 Children 0 to 12 years old and their families
- 2 Stakeholders who can influence childhood settings, food environments and physical activity environments, socio economic policies and socio cultural norms



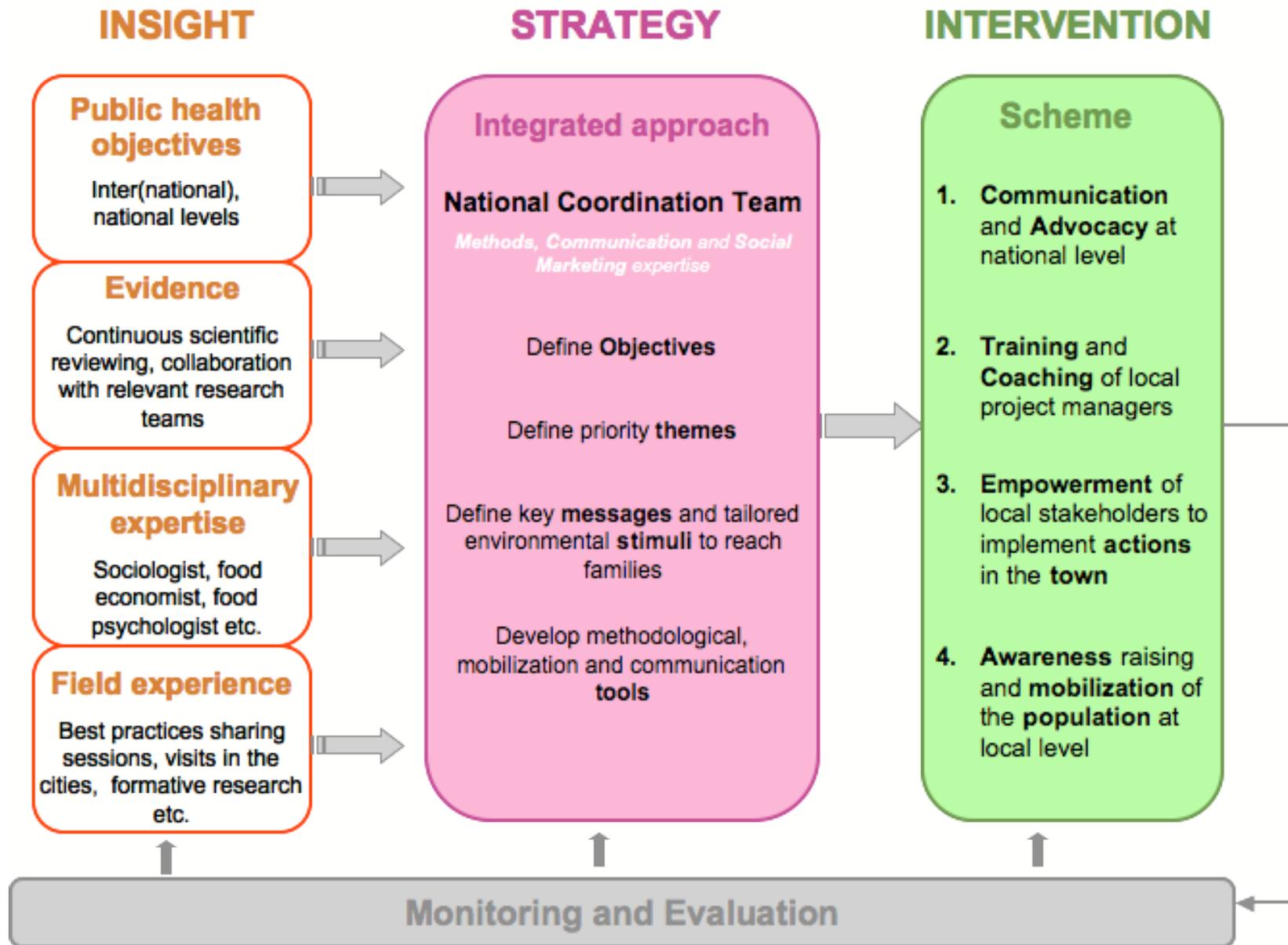
Community level

# Some EPODE Social Marketing Principles



- ✓ Develop **insights** from health and behavioural literature, official recommendations, multidisciplinary expertise and field experience
- ✓ Make the messages audible, **attractive**, popular and **easy** to put into practice
- ✓ Develop activities that attract attention, arouse appropriate **emotions**, desire and pleasure rather than boring health benefits
- ✓ Count with the local **living environment** of the child, to favour food, taste and physical activity preferences





List of biannual THEMES developed within EPODE in France	
THEMES	PERIODS
<b>Vegetable</b> - <i>"La saison a le goût des légumes"</i>	<b>Oct.-Dec. 2004</b>
<b>Starchy food</b> - <i>"La saison a le goût des féculents"</i>	<b>Jan.-March 2005</b>
<b>Dairy Products</b> - <i>"La saison a le goût des produits laitiers"</i>	<b>Apr.-June 2005</b>
<b>Fruits</b> - <i>"La saison a le goût des fruits"</i>	<b>Oct.-Dec. 2005</b>
<b>Treats</b> - <i>"Vive la gourmandise"</i>	<b>Febr.-Jun 2006</b>
<b>We move and we like it!</b> - <i>"On bouge et on aime ça!"</i>	<b>Febr.-Jun 2006</b>
<b>Easy, cheap and healthy eating? It's to be cooked!</b> <i>"Manger simple, sain et pas cher? ça se cuisine!"</i>	<b>Oct. 2006- Jan. 2007</b>
<b>Water</b> - <i>"Vive l'eau"</i>	<b>Febr.-Jun 2007</b>
<b>Health starts at the table</b> - <i>"La santé, ça commence à table"</i>	<b>Oct. 2007- Jan.2008</b>
<b>Playing is already moving</b> - <i>"Jouer, c'est déjà bouger"</i>	<b>Apr.-Sept 2008</b>
<b>Fish has everything good</b> - <i>"Le poisson, il a tout bon"</i>	<b>Sept-Dec. 2008</b>
<b>Physical activity, everyone gets into it</b> <i>"L'activité physique, tout le monde s'y met"</i>	<b>Febr.-Sept. 2009</b>
<b>Let's meet with the fruits</b> - <i>"Prenons rendez-vous avec le fruit"</i>	<b>Sept.-Jun. 2010</b>
<b>Small, Medium, Large? At mealtime adapted portions sizes to each one</b> <i>"Petit, Moyen, Grand? À table c'est chacun sa portion"</i>	<b>Sept. 2010-Jun 2011</b>

# Each semester, a themed campaign is deployed



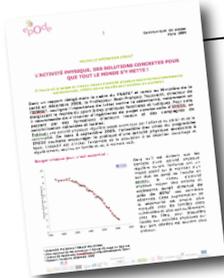
1 action sheet



1 action sheet



Press release



2 action sheets



8 action sheets



A faxed letter

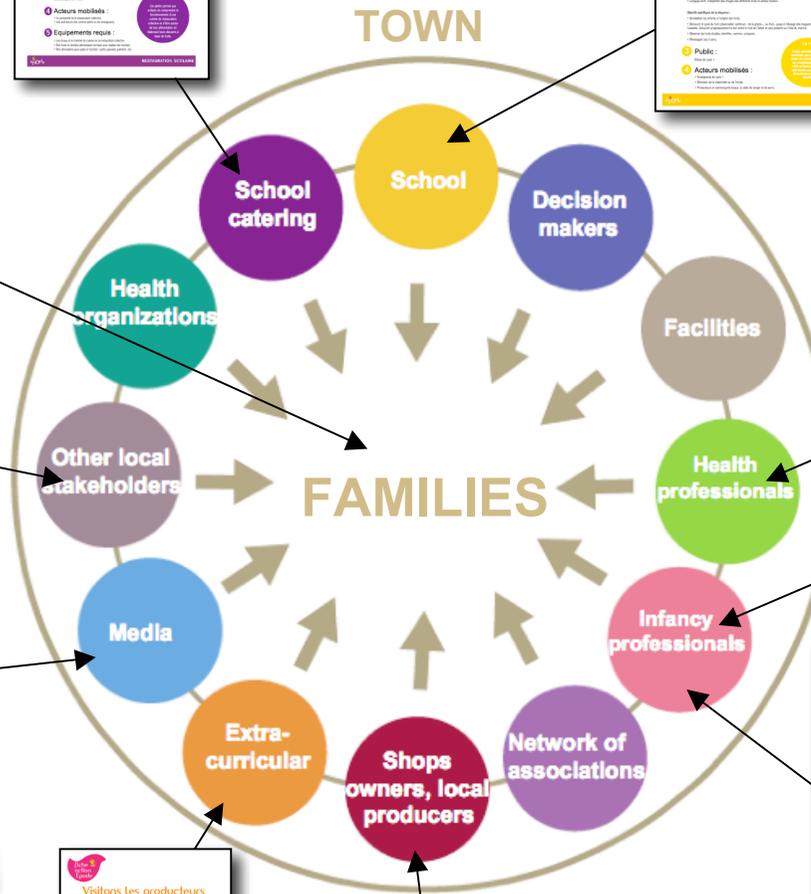
Mobilisation sheet



1 action sheet

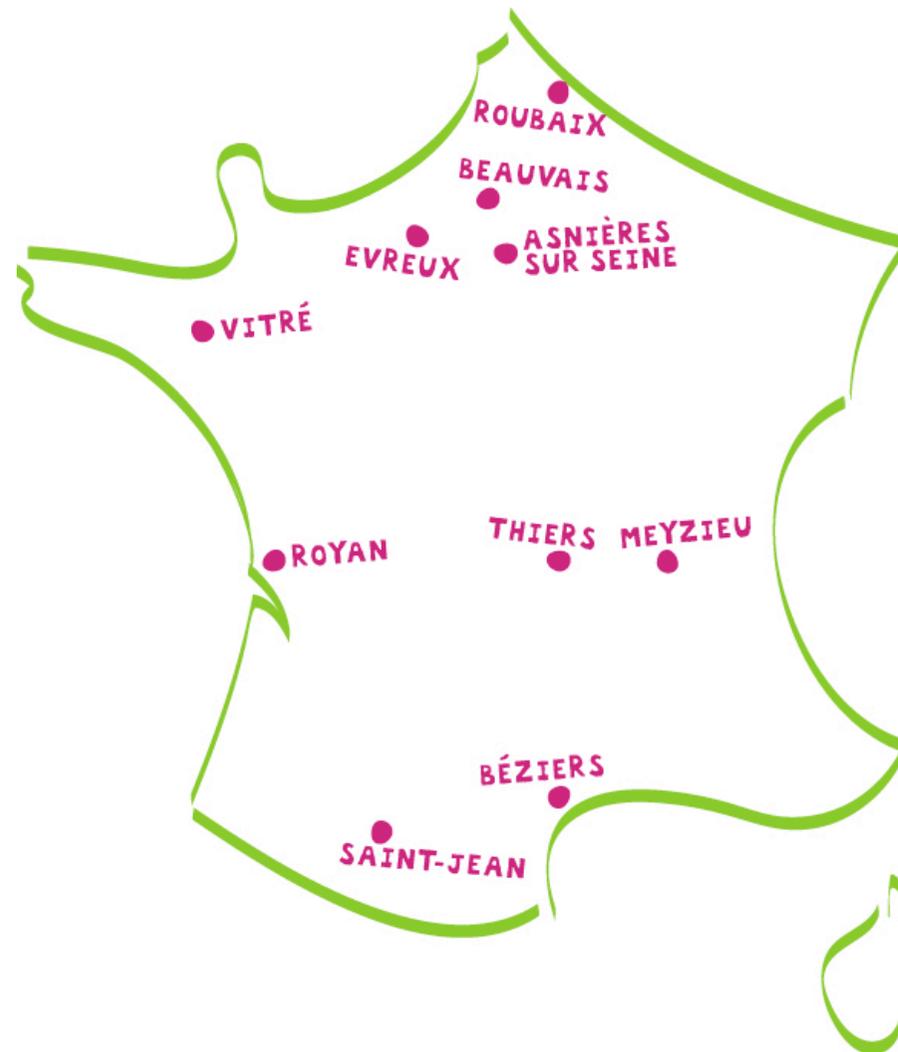


Mobilisation sheet

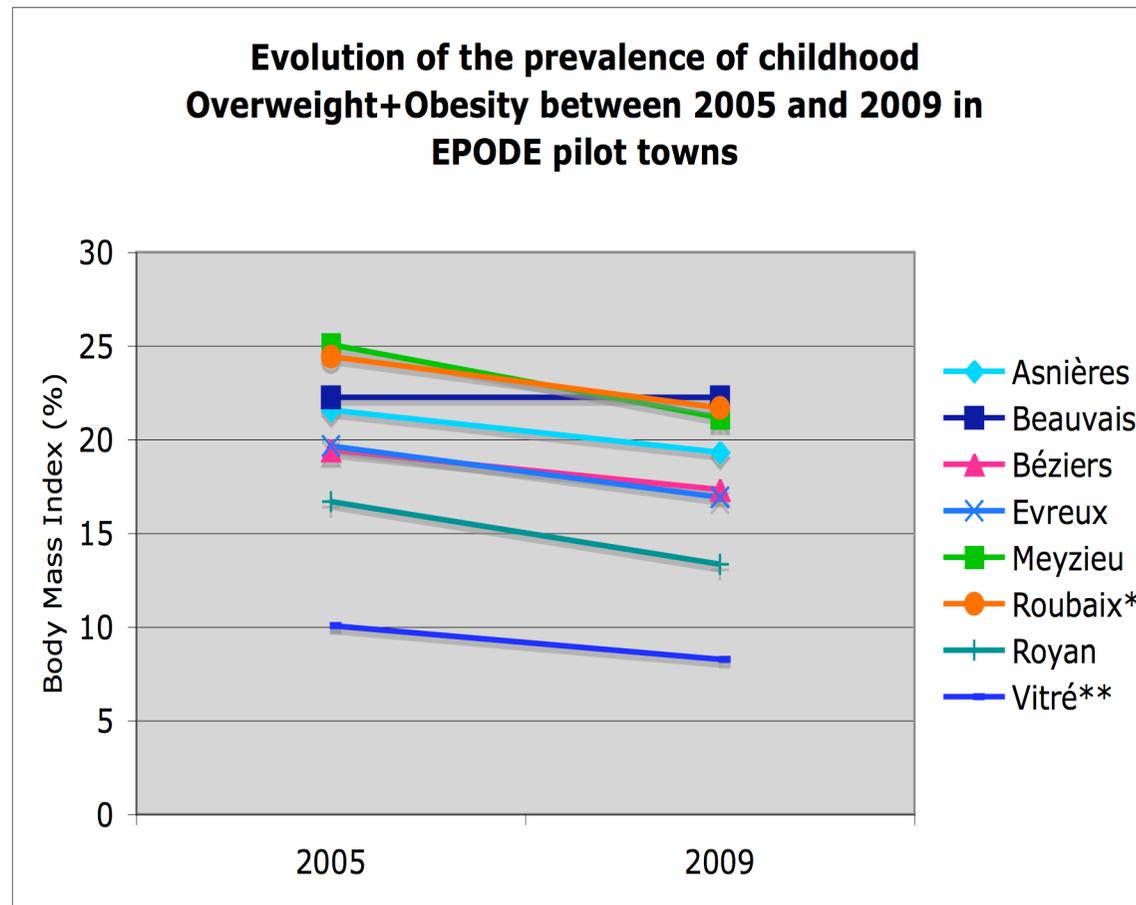


# EPODE in 2004

- 10 pilot cities involved since 2004
- Committed for 5 years
- Around 500 000 inhabitants



# From 2005 to 2009 prevalence of overweight and obesity in children decreased by 9.12%



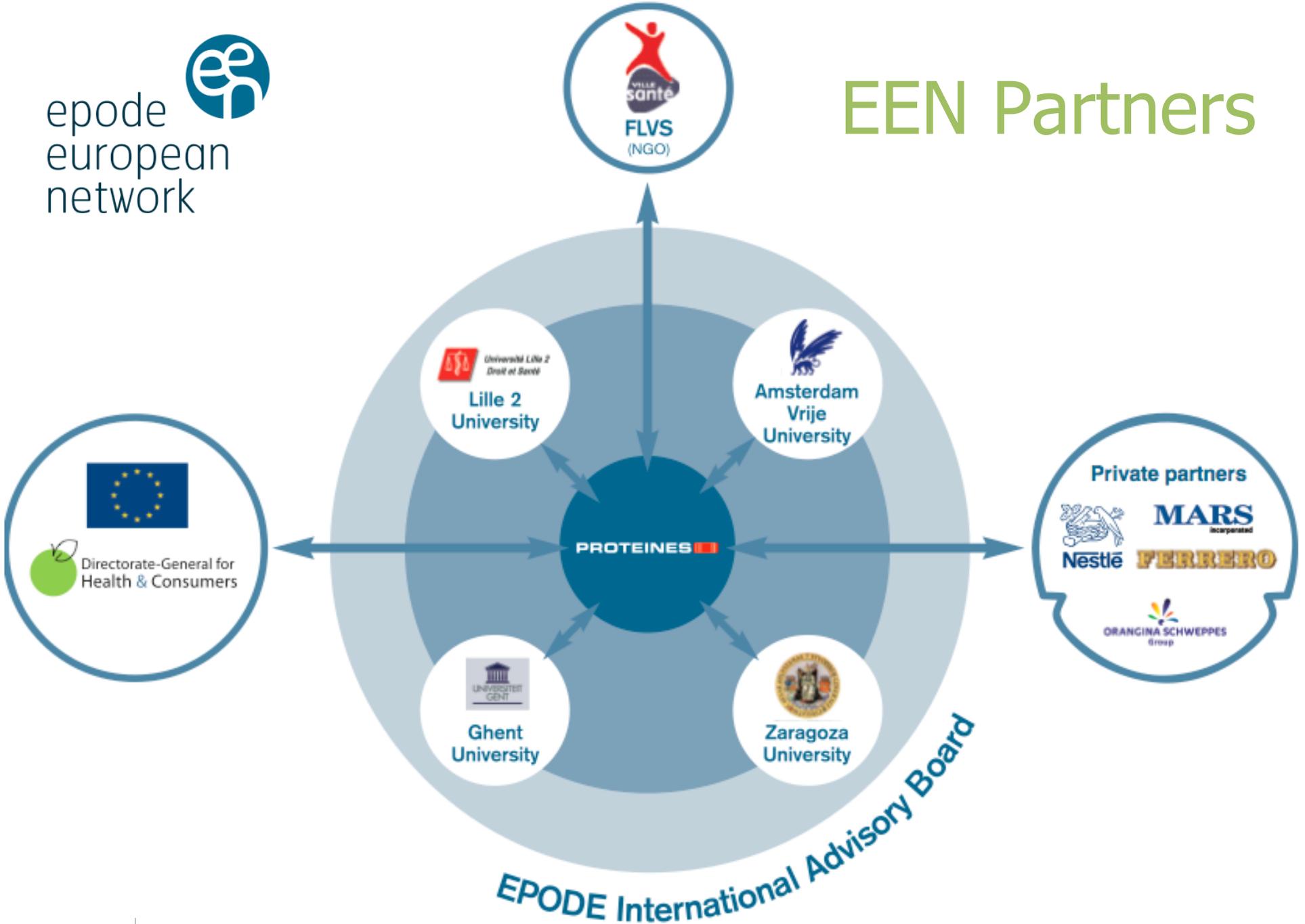
# EPODE European Network

- **GOAL:** European project to be run from **2008** to **2011** to **enrich the EPODE methodology** and facilitate the implementation of **EPODE-similar programmes in other European countries**
- Supported by the *Directorate General for Health and Consumers* of the **European Commission**

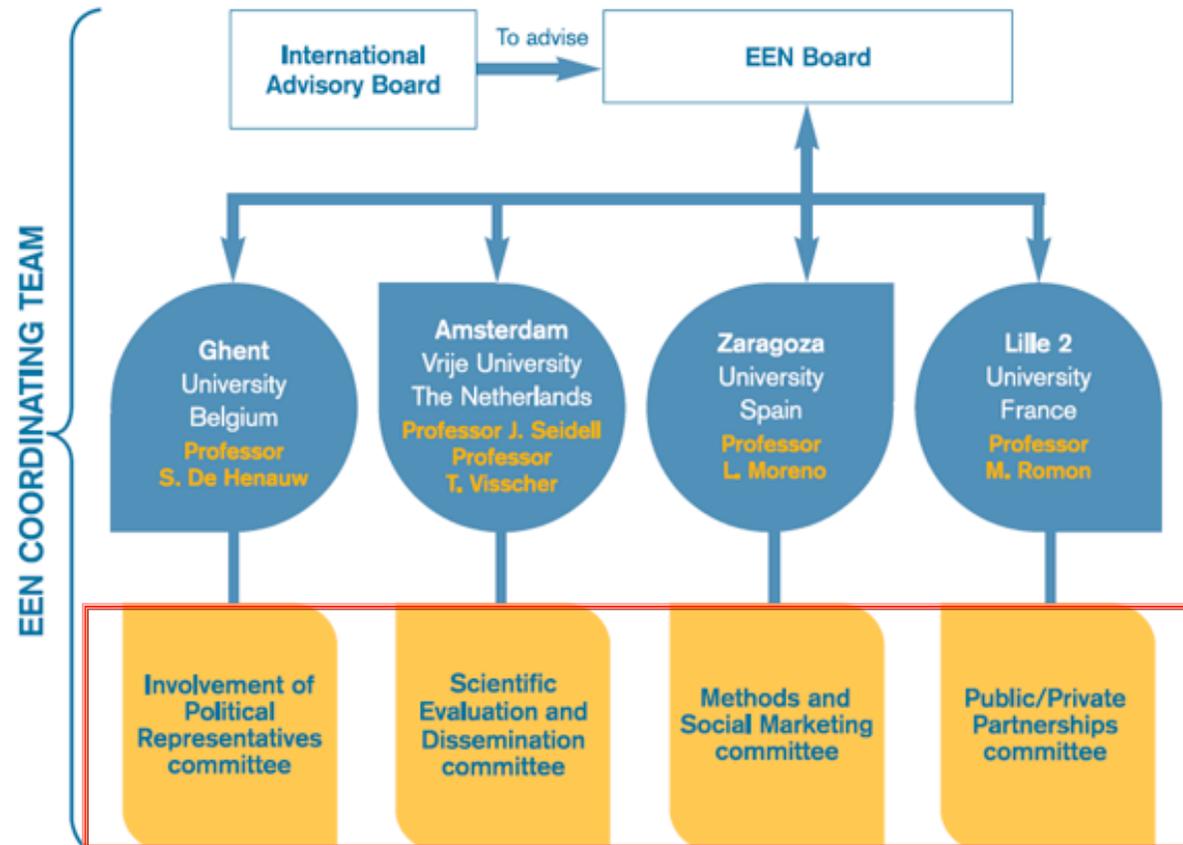


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# EEN Partners



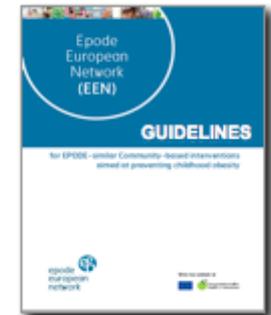
# Organization - 4 pillars



**Methods:** literature review, qualitative research, multidisciplinary working group discussions

# Deliverables

Production of **concrete guidelines** to be used for the sustainable implementation of EPODE-similar programmes



➤ Scientific communication in **European congresses** or platforms



➤ New **teams** and **actors commit** in **fostering the set up of EPODE-similar programmes** in their country, e.g. in the Netherlands (JOGG programme), Scotland (Healthy Cities Network), Romania (ACTSCOP study)



**FRANCE**  
launched in 2004  
226 towns



**BELGIUM**  
launched in 2007  
16 towns



**THE NETHERLANDS**  
launched in 2010  
6 towns



**MEXICO**  
EPODE 5 PASOS  
2010



**SOUTH AUSTRALIA**  
launched in 2009  
10 councils



**SPAIN**  
launched in 2007  
44 towns



**ROMANIA**  
launch in 2011



**GREECE**  
launched in 2008  
13 towns





# EPODE International Network



# EPODE International Network Objectives



- ✓ Accelerate dissemination and facilitate the sustainable implementation of large-scale community-based interventions aimed at preventing childhood obesity at international level
- ✓ Build greater evidence on what works to prevent childhood obesity through CBIs
- ✓ Upscale the scope of expertise, best practice sharing and coaching for member programmes

# EPODE International Network Stakeholders



1. Existing **large scale and sustainable Community-based Interventions (CBI)** aimed at preventing childhood obesity and non-communicable diseases;
  2. Teams in **states** or **regions** interested in implementing future large scale CBI with the EPODE methodology;
  3. Leading **scientific experts** involved in obesity & NCDs prevention;
  4. **Political** representatives and policy makers;
  5. The **corporate** sector;
  6. **Other** key stakeholders;
  7. **Media** and the **general public**
- A **coordination** structure and resources platform for CBI members
  - An International **Advisory Board** (Scientific Platform)
  - A Ministers' and Parliamentary Club (**Political** Platform)
  - A **public-private partnership** platform

# Contacts - Websites



## EPODE International Coordination

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## Websites

[www.epode.fr](http://www.epode.fr)

[www.viasano.be](http://www.viasano.be)

[www.thaoweb.com](http://www.thaoweb.com)

[www.paideiatrofi.org](http://www.paideiatrofi.org)

[www.epode-european-network.com](http://www.epode-european-network.com)

[www.health.sa.gov.au](http://www.health.sa.gov.au)



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